

ATTENTION BORICUA ARTISTS!

The Official 2009 Fiesta Folklórica Puertorriqueña Poster Contest

In the past, Fiesta Folklórica Puertorriqueña has worked closely with local artists to create traditional posters announcing its cultural event held the last Sunday in August. This year, Fiesta Folklórica Puertorriqueña is proud to announce that it will sponsor a contest for best original artwork for its Official 2009 Fiesta Event Poster.

The winner will receive an award check, and have their work become a fixture in this year's Fiesta festivities, in promotional material, annual journal and exhibited throughout the Fiesta event.

For forty-five years, Fiesta Folklórica Puertorriqueña has brought thousands classic and traditional music and dance to Central Park's famous Rumsey Field. This year Fiesta dedicates its program to "El Regreso", interpreting the need to return to our Puerto Rican roots and culture, and reconnect to the island again.

Show off your Puerto Rican pride, artistic skills and talent by submitting your artwork for consideration, and be a part of Fiesta's long cultural legacy.

See back for contest guidelines. For more information write to: lafiestapr@aol.com.

Deadline: July 15th, 2009.



The Official 2009

Fiesta Folklórica Puertorriqueña

Poster Contest Rules

Deadline:

- The contest will run from January till July 15, 2009.
- Artists should submit their artwork on or before the June 20th deadline.

Eligibility:

- All participating artists shall be 18 years of age or older to participate.
- The contest is open to all graphic artists, designers, and illustrators, in all media.
- Only one artwork may be submitted per artist, per year.
- Immediate family members of Fiesta Folklórica Puertorriqueña are not be eligible.

Poster Requirements:

- ✓ Posters should be 22" X 28" on white or colored poster in portrait orientation
- ✓ The poster **MUST** be artist's original artwork, and must be signed by the artist.
- ✓ Artwork **MUST** be previously unpublished
- ✓ The poster **MUST** feature this year's event theme: "*El Regreso*".
- ✓ The poster **MUST** include the words "FIESTA FOLKLÓRICA PUERTORRIQUENA" across top, "Domingo 30 de agosto de 2009" and "Rumsey Playfield del Parque Central"
- ✓ Copyrighted characters or clip art will not be accepted.
- ✓ Poster should be in full color (it will need to reproduce well).
- ✓ Each poster submission **MUST** have a signed application fastened to the back.

Judging:

- Posters not adhering to above requirements will not be eligible for consideration
- Judging will made by a panel of Fiesta committee members, including artisans.
- Judges will rate on several criteria including:
 - o Special attention to theme
 - o A clear message conveyed by text and artwork
 - o Creativity, originality, artistic quality and visual clarity
- The winning poster, and artist, will be posted on the website at www.lafiestapr.org.

Award Benefits:

- Winner's artwork will be printed as **Fiesta Folklórica's Official 2009 poster**, and displayed in private and public areas as event announcements
- A presentation of a **plaque** and check for **\$300.00** at Fiesta's main event
- Artwork will be featured on the cover of **Fiesta Folklórica's 2009 Annual Journal**
- The winning artist will sign, and number, **100 limited edition posters** for Fiesta
- The winning artists will be featured, with **a short biography on Fiesta's website** at www.lafiestapr.org

...and artist will have an excellent opportunity for **exposure, networking and notoriety**

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Poster Contestant Application

Submission of this application signifies that the contestant has read and understood the official rules of this contest and agrees to the following:

That his or her winning artwork can be used and reproduced as the official poster for Fiesta Folklórica events, and promotional materials.

That he/she understands that the winning artist shall be required to sign and number 100 limited edition posters.

That the names of a sponsor, or sponsors, may be added to the bottom of the poster.

The artist agrees, and hereby gives permission that his/her art can be used and updated for all promotional

Artist must be Puerto Rican or of Puerto Rican descent

Fiesta Folklórica Puertorriqueña Contest Committee

BY SIGNING THIS APPLICATION, I HEREBY ACCEPT THE ABOVE STATED CONDITIONS. I HEREBY REPRESENT THAT I HAVE READ, UNDERSTAND AND AGREE WITH THEM.

Name of Artist

Date